■■ Zomato Membership Analysis — SQL Project

Overview

This SQL-based project analyzes customer behavior, spending patterns, loyalty points, and membership impact using Zomato-like datasets. It utilizes SQL joins, window functions, ranking, aggregations, and date operations to solve 12 real-world analytical problems.

Dataset Description

The project uses four structured tables: sales, users, product, and goldusers_signup, containing transaction and membership information.

Business Questions Solved

The project answers key analytical questions about spending, product popularity, membership effects, and point calculations.

- Total amount spent by each user
- Number of days each user visited
- First product purchased by each customer
- Most purchased item overall
- Most popular item for each customer
- First purchase after becoming a Gold member
- Last purchase before becoming a Gold member
- Orders and total amount spent before Gold membership
- Zomato points calculation by product
- Points earned in first year after membership
- Ranking all transactions
- Ranking transactions only during Gold membership

SQL Concepts Used

This project demonstrates practical SQL skills including joins, aggregation, window functions, date operations, and subquery logic.

- INNER JOIN, LEFT JOIN
- Aggregation: SUM, COUNT, DISTINCT
- Window functions: RANK() OVER()
- Date functions: DATE_ADD()
- Subqueries and nested SELECT logic
- CASE WHEN conditional statements

Project Structure

zomato_membership_analysis.sql — Main SQL project file README (PDF) — Project documentation

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